Red (Michael)

Orange (Alex)

Blue (Frank)

Indigo (André)

Yellow (Tim)

Green (Juliane)

Violet (Sophie acting as Rimma)

White (Andreas)

Grey (Alice)

Beige (Christoph)

Cyan (Patrick)

Magenta (James)

Yellow (Tim)

Black (Anja)

Adobe RGB (1998)

sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)

Greyscale

Halftone Screen 40lpi / 45° / Round

Adobe RGB (1998)

sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)

Greyscale

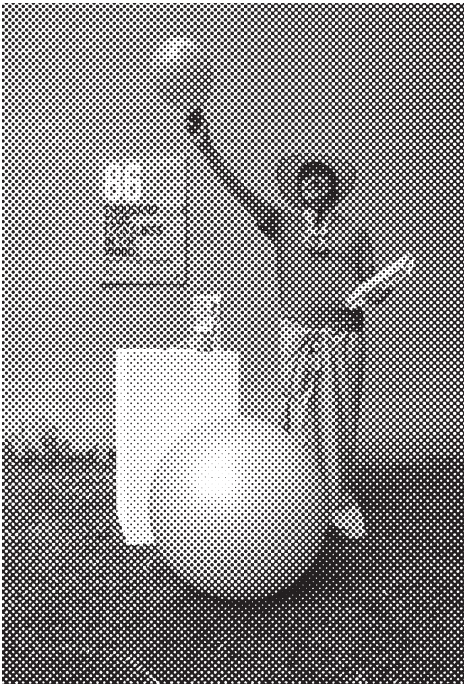
Halftone Screen 40lpi / 45° / Round

Adobe RGB (1998)

sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)

Greyscale



Halftone Screen 40lpi / 45° / Round

Adobe RGB (1998)

sRGB IEC61966-2.1

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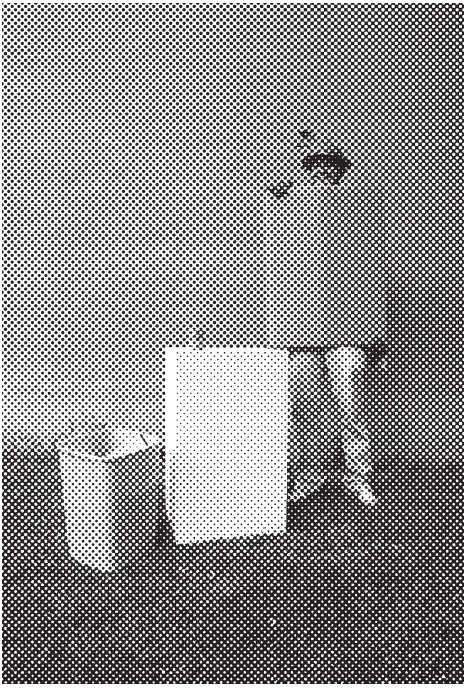
sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)

Greyscale

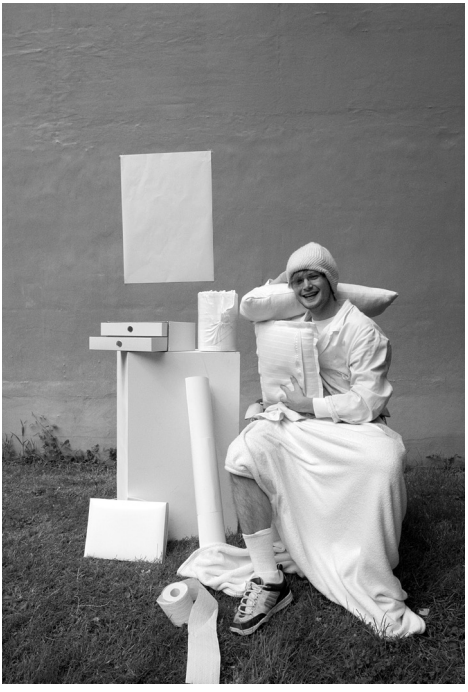


Halftone Screen 40lpi / 45° / Round

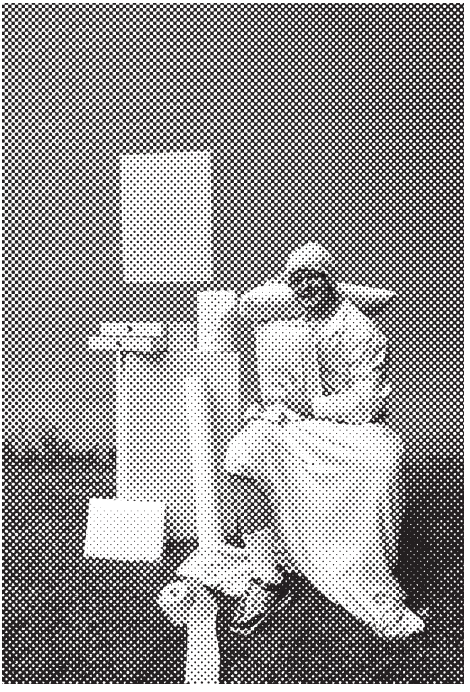
Adobe RGB (1998)

sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)



Greyscale



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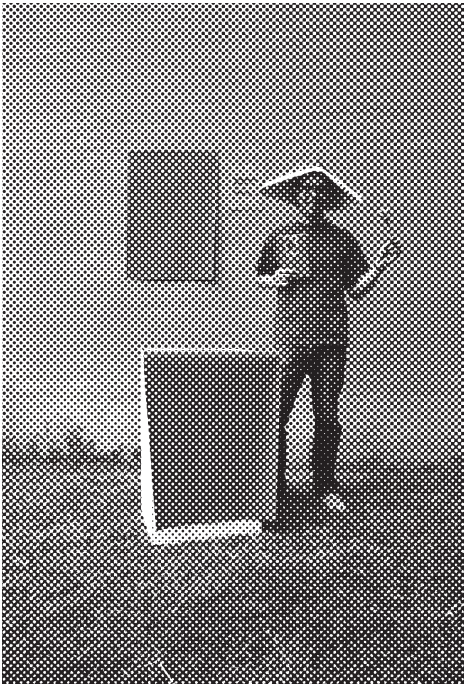


Halftone Screen 40lpi / 45° / Round

Adobe RGB (1998)

sRGB IEC61966-2.1

CMYK (Euroscale Coated v2)

Greyscale

Halftone Screen 40lpi / 45° / Round

Farben on Demand
Workshop, Hochschule Darmstadt, Fachbereich Gestaltung
12——13 June 2008
James Goggin (Practise, London)

My plan for the workshop is to investigate the visible and tangible parameters of graphic design —— type specimens, halftone screens and, in particular, colour tests and calibration charts —— and make a book of our own self-produced tests which we will send to print on Friday afternoon using the online print-on-demand system Lulu <www.lulu.com/de>. The book project will therefore act as a colour/type/pattern test of the very system with which it is produced. "Print-on-demand" is an increasingly important production system which can serve to make us designers rethink the impact our profession has on the environment and to question the often wasteful print volumes and production methods requested of us by our clients. Graphic designers, and especially students, have a chance to use and subvert these relatively new (and fairly cheap) technological systems to our advantage.

Lulu.com is a print-on-demand self-publishing site and online retailer based in the US with local operations in the UK, France, Italy, Spain, Germany and the Netherlands. I have been curious for some time about how the system might work in terms of print quality, binding and distribution. But rather than make a test book for myself, which I had originally planned, I thought it would be much more interesting to make Darmstadt graphic design students do all the work for me!

The site's publishing and file preparation instructions seem unnecessarily complicated to me, so part of our project might be to critically judge these instructions and see if part of our test book might provide a much simpler "How To" set of directions from a graphic designer's perspective.

Any book produced on Lulu can also be offered for sale: perfect for individuals to make fanzines or self-published books without the need for a publisher or traditional bookshop/newsstand network. In our case, the colour test book we produce should be an extremely useful document for other graphic designers and students to order online and then use to analyse the possibilities of print-on-demand.

5 pt, 8 pt, 11 pt, 14 pt

I make the hopeful assumption that book orders are printed and dispatched locally depending on the reader's location: US readers would recieve a local version of our German-designed book printed and dispatched from Lulu US; British orders would print just outside London, etc. This is another sustainability-related part of the system we can all investigate and test.

Summary

—— Exploration of various empirical parameters of graphic design: type specimens, halftone screens, colour calibration, etc.
—— Design and production of colour/type/pattern tests to form the content of book project to be output with Lulu.com
—— Critical appraisal of Lulu.com's document preparation and uploading/publishing instructions
—— Submission of a completed book to print on Friday afternoon, for delivery next week (as few or as many copies as we want)

Note

The tests we produce may take any form that students deem appropriate: we might scan existing colour charts (or even just bits of paper, cloth, leaves, etc.); typeset our own type specimen sheets; use tests from other technologies (photocopiers? scanners?) or perhaps even set up an elaborate colour calibration still-life set to be photographed.

Pre-Workshop Preparation

01
Collect as many examples of test patterns, colour swatches/ calibration charts, printer/scanner tests, offset calibration sheets, halftone screens, security patterns, type specimens, etc. that you can find and bring along to the workshop on Thursday. We're looking for the kind of materials

which test the tangible boundaries of graphic design: legibility, colour, reproduction, etc.

02
Visit <www.lulu.com/de> and familiarise yourself with the system. Read through the various print-on-demand instructions, FAQs, available book formats, technical requirements, etc. Look at everything with a critical eye and bring your thoughts on Thursday.
Ideally, part of our Test Book could be to create a much clearer set of production/uploading/printing instructions than Lulu currently offers. Think about the various formats, paper stocks and printing options offered on Lulu and what kind of book (or books) we might

make as the outcome of our workshop. If you have already used, or discover during your research, other print-on-demand companies, keep note of this and bring to the discussion on Thursday. Maybe we can test these other companies too and make a print-on-demand battle.

Schedule

Thurs AM

— — *Pop Culture Colour Theory* (lecture)

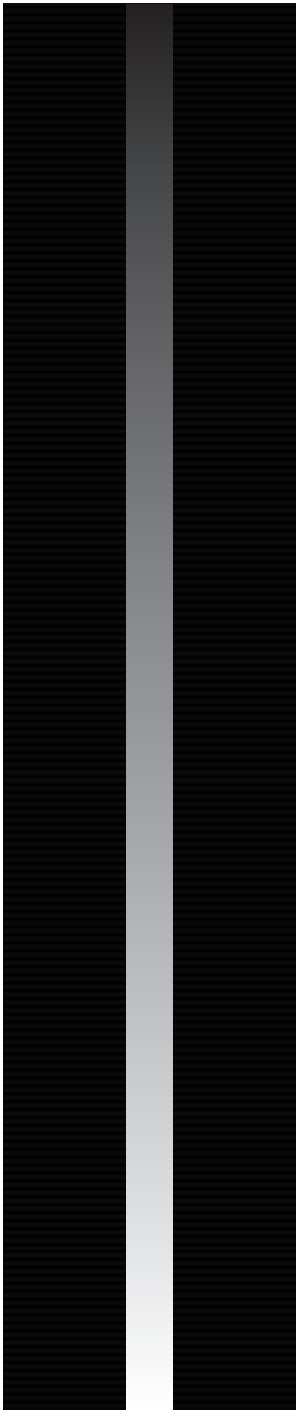
— — Discussion of collected colour/type/etc. tests

— — Critique and group investigation of Lulu.com

Thurs PM
— — Production of various tests for the book

Fri AM
— — Finish production of tests
— — Decide book format
— — Collate tests
— — Set up book document

Fri PM
— — Group critique of book document
— — Last adjustments
— — Upload to Lulu.com
— — Press PRINT!



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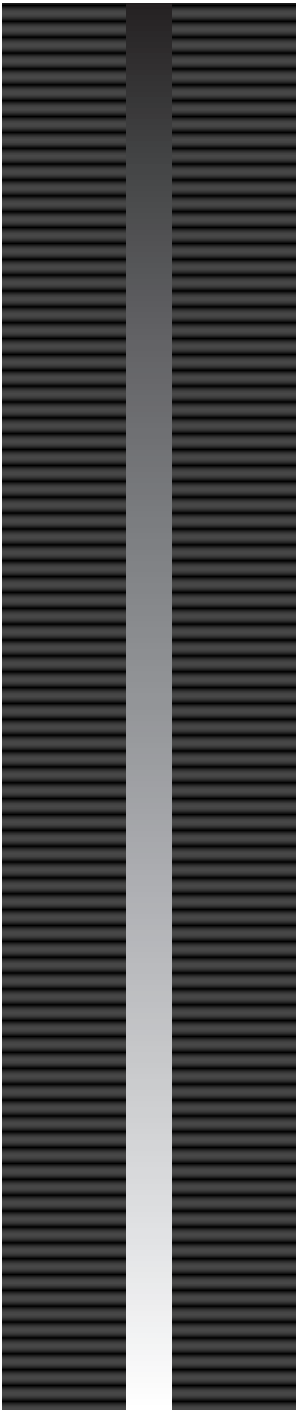

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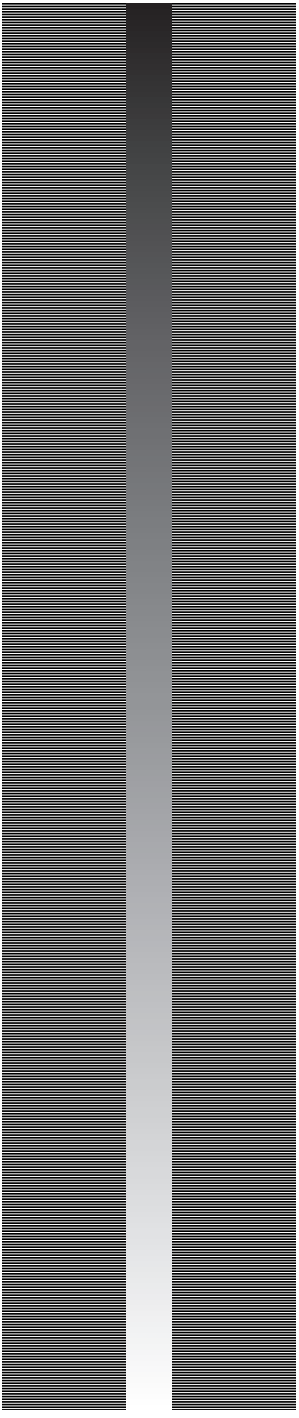

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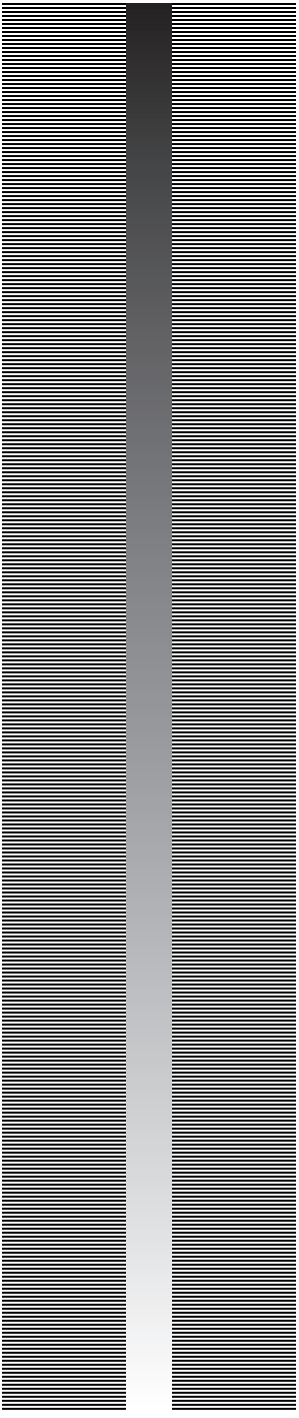

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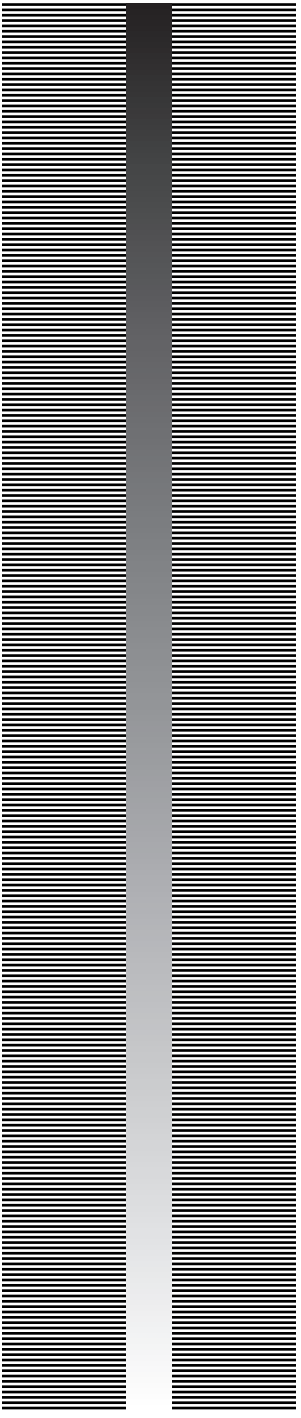

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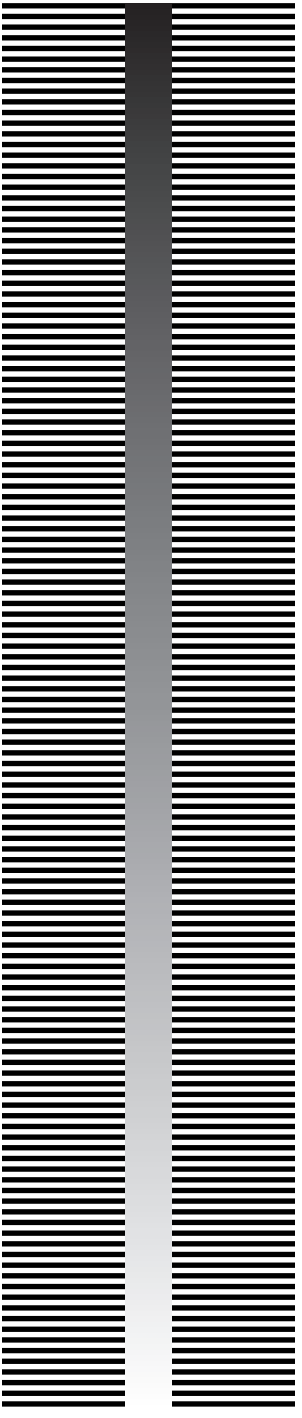

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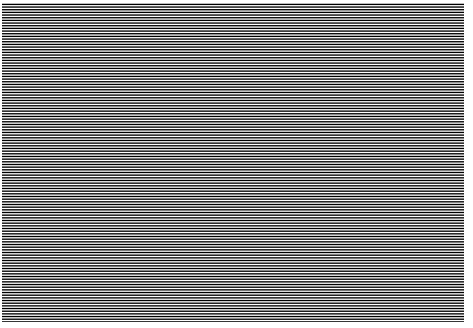
50% rich black, 0,2 pt vertical



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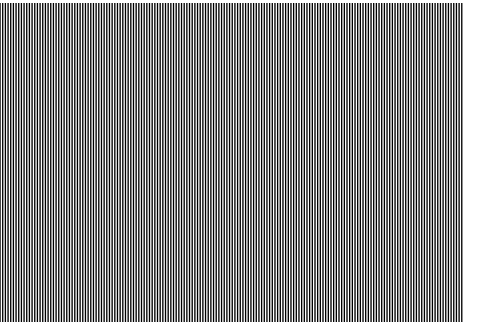

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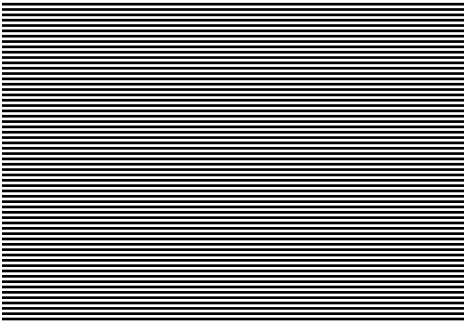

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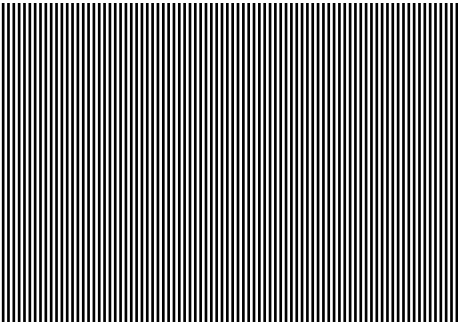

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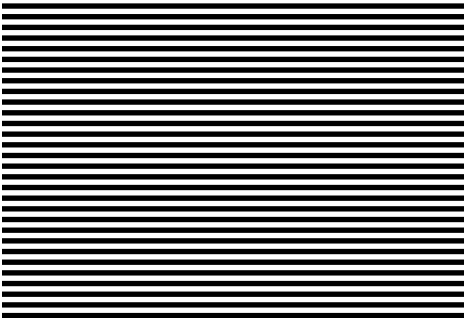

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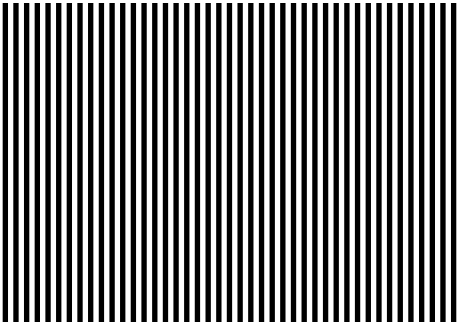

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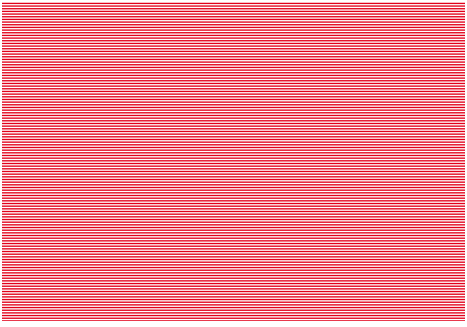
50% red, 0,2 pt horizontal

50% red, 0,2 pt vertical



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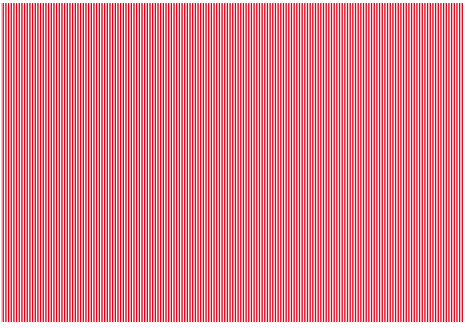

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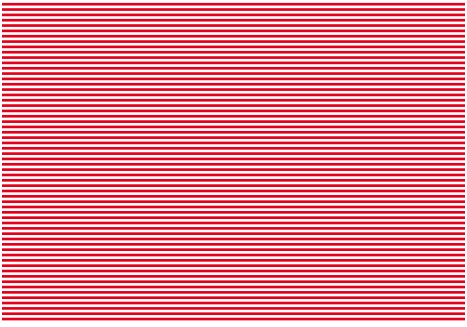

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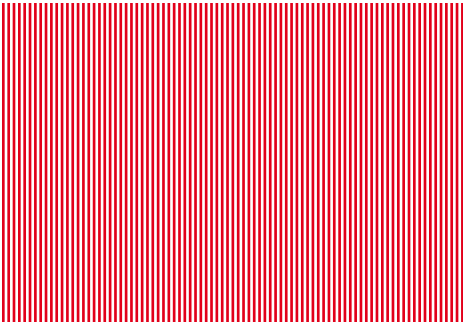

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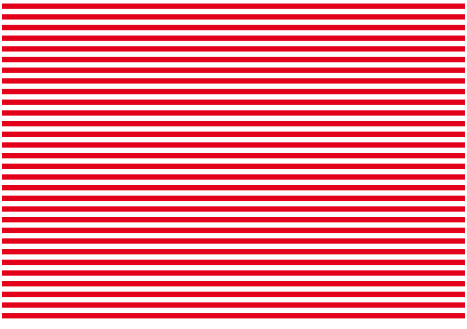

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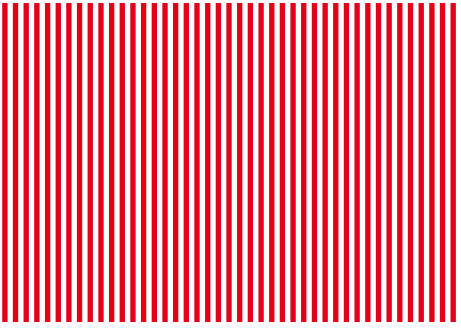

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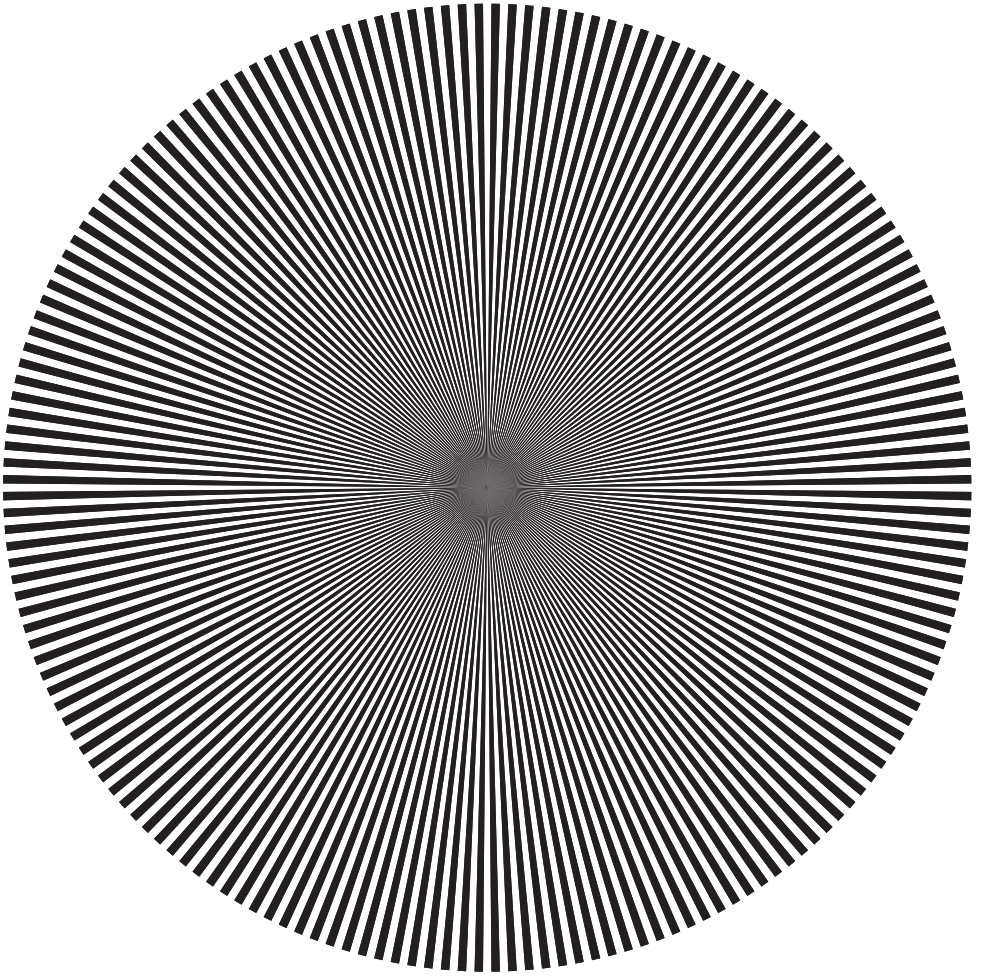

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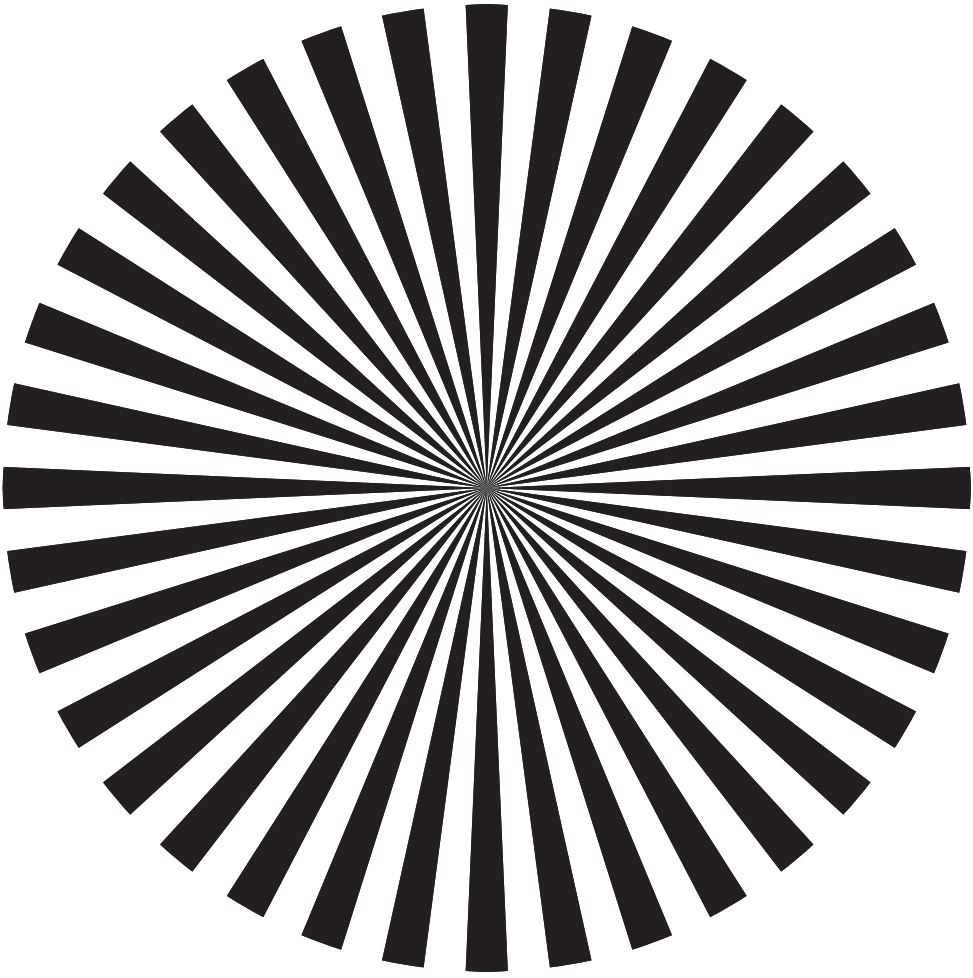

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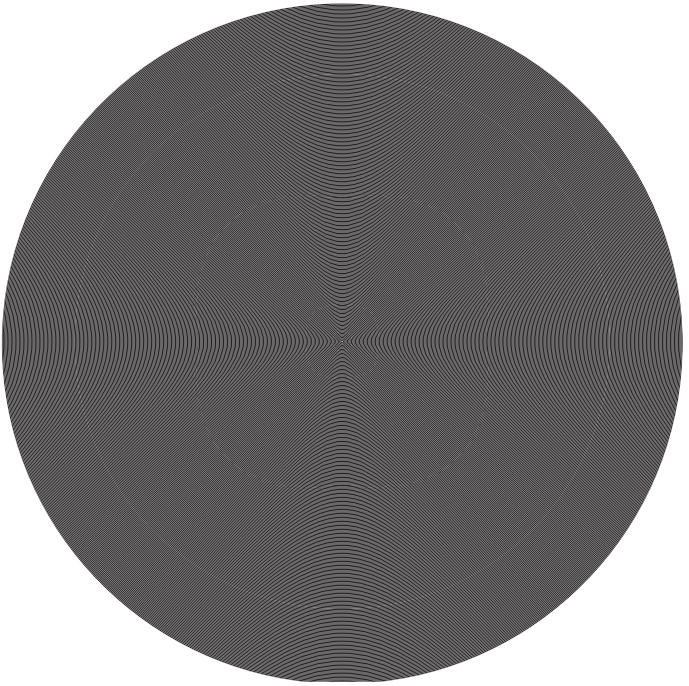

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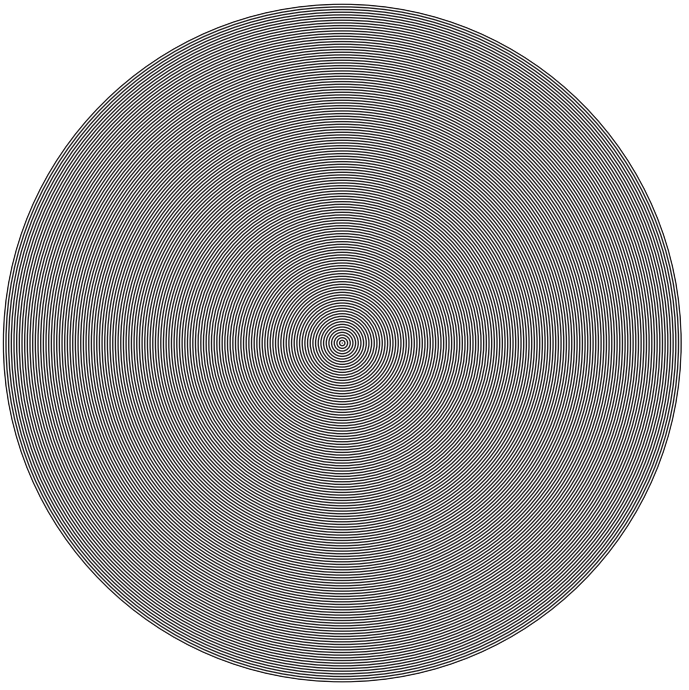

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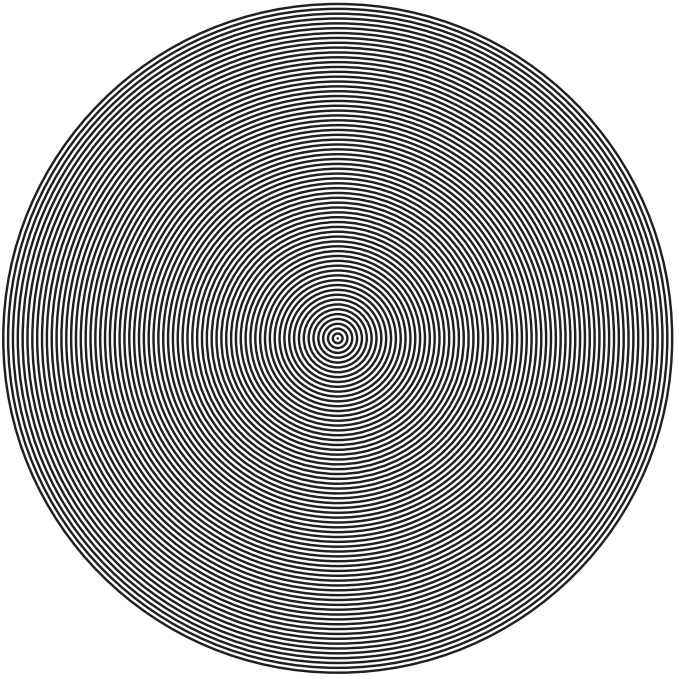

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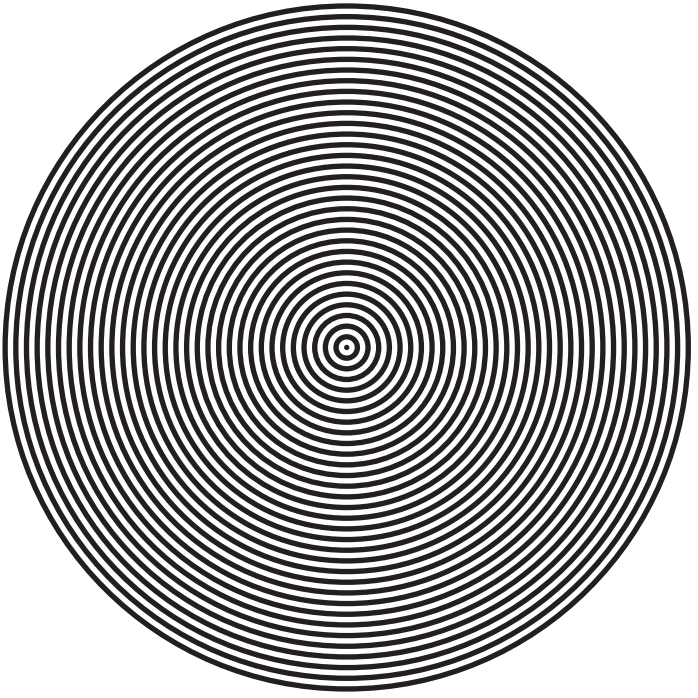

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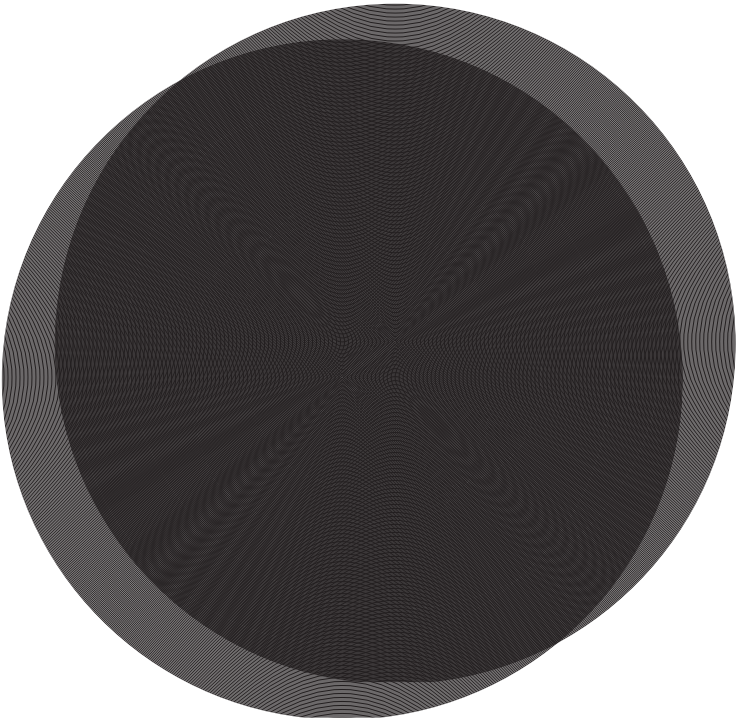

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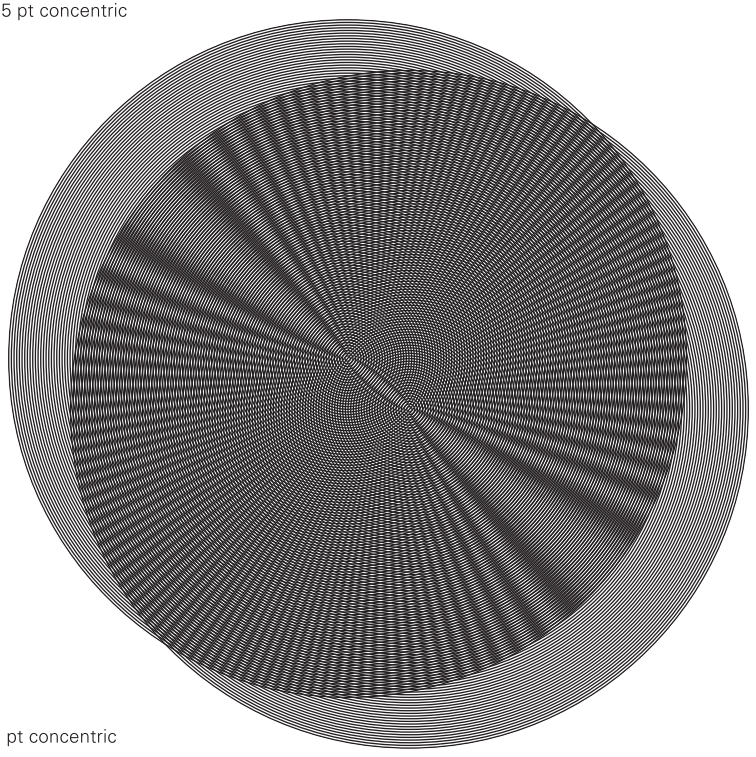

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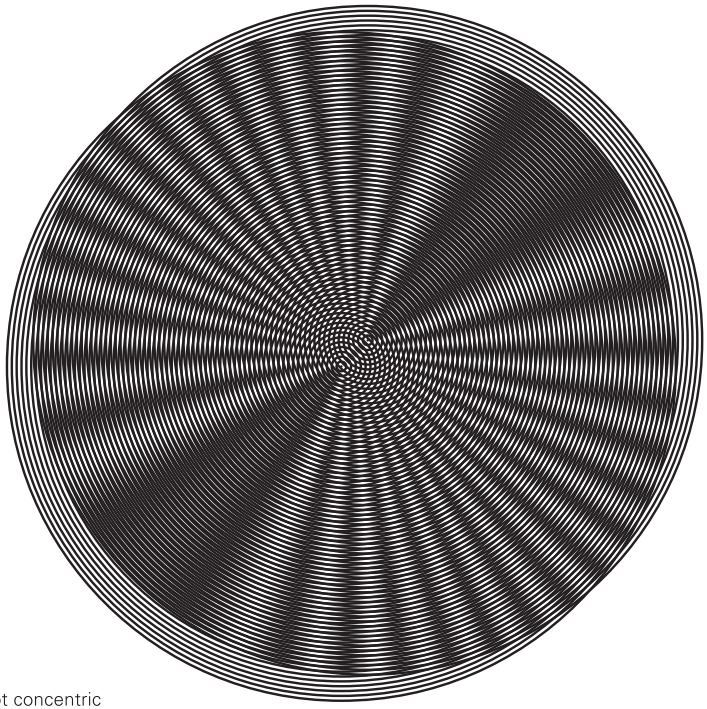

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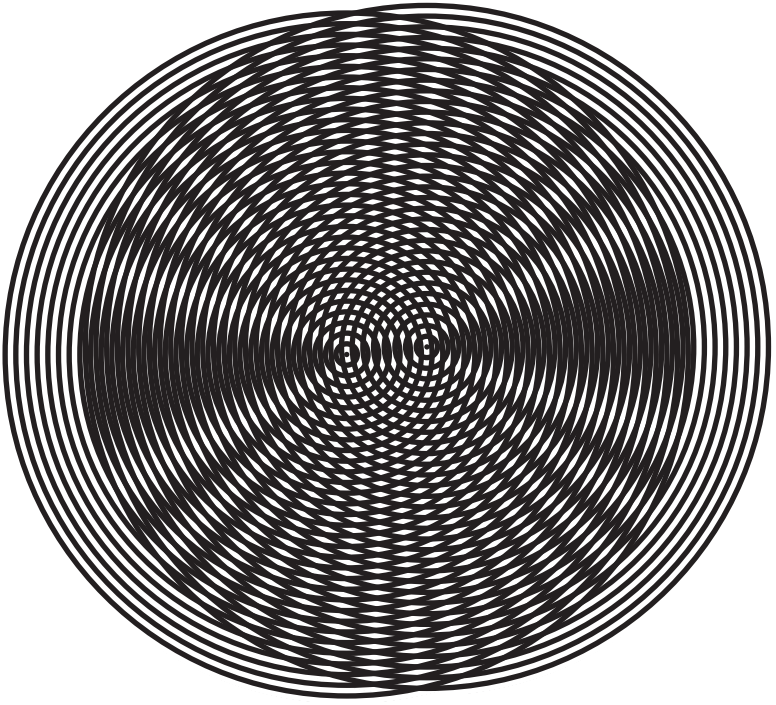

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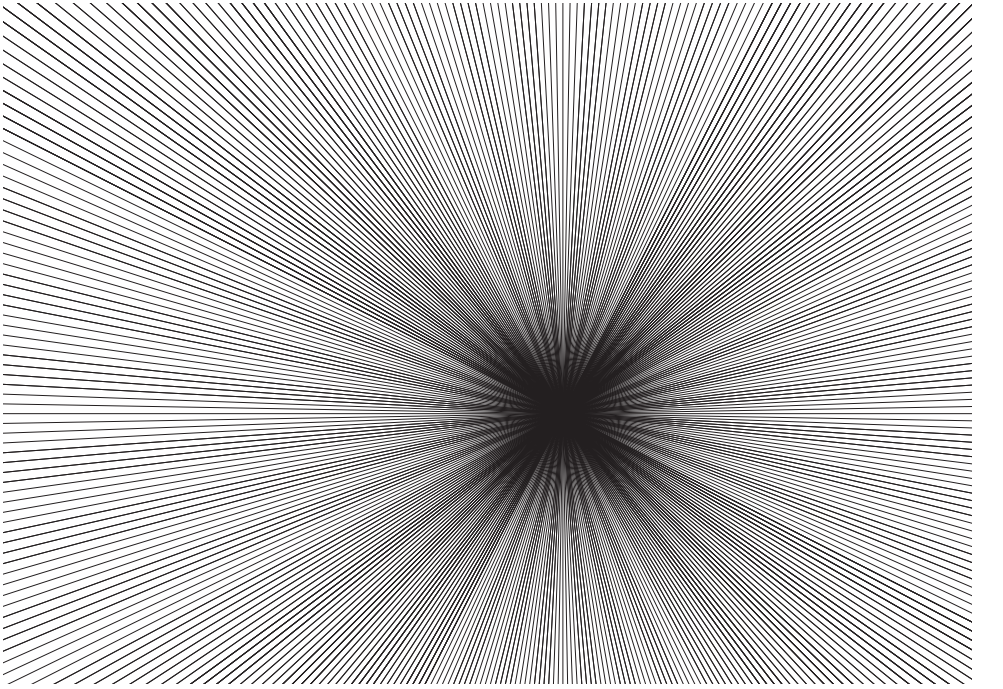

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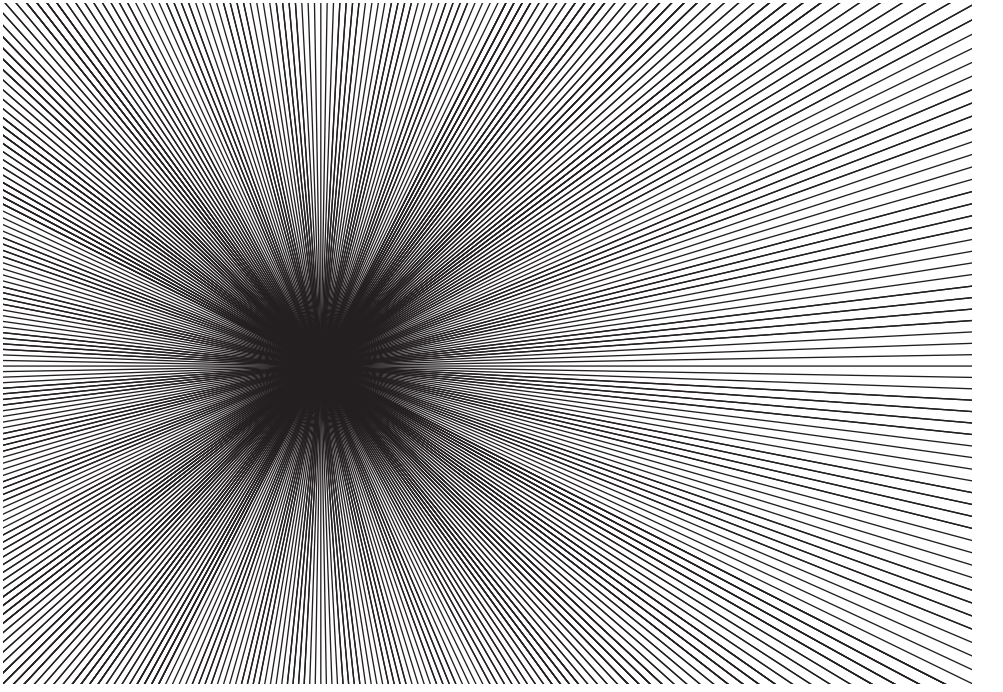

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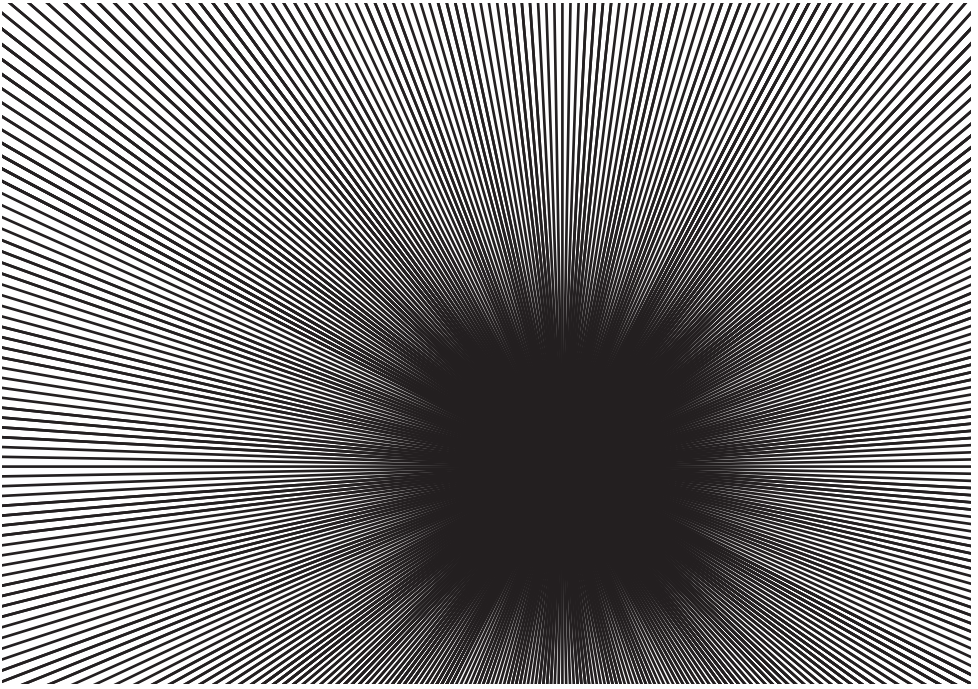

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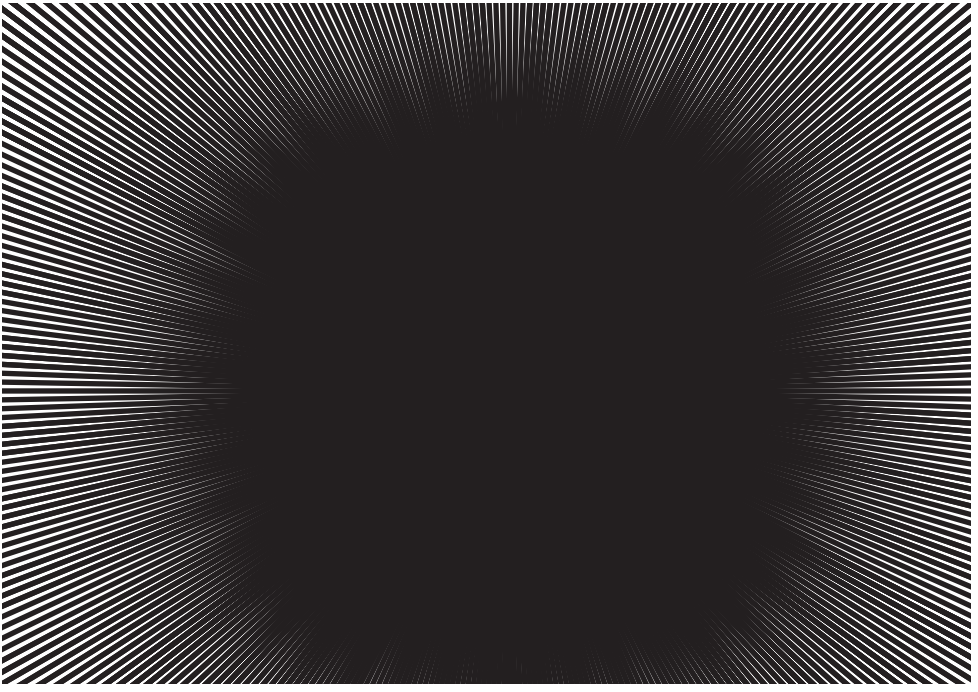

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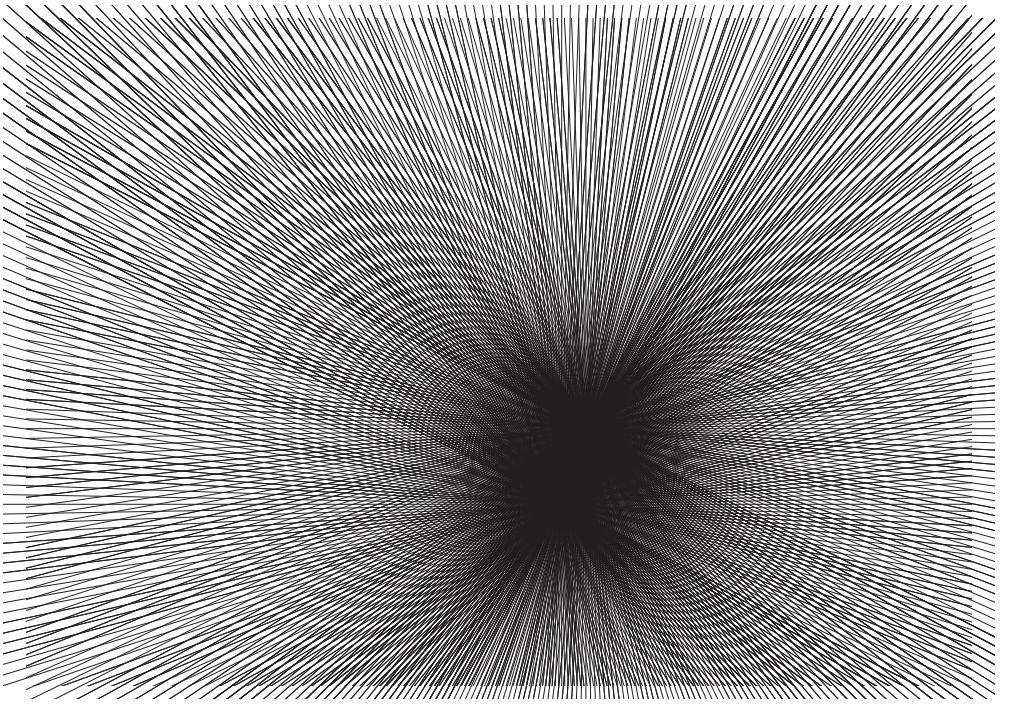

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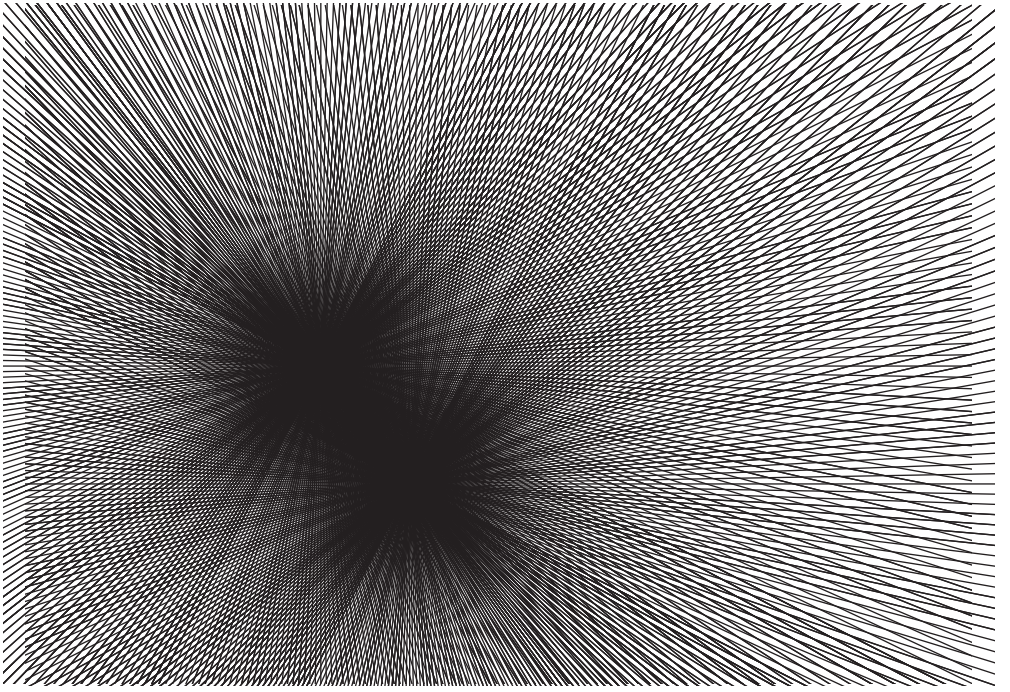

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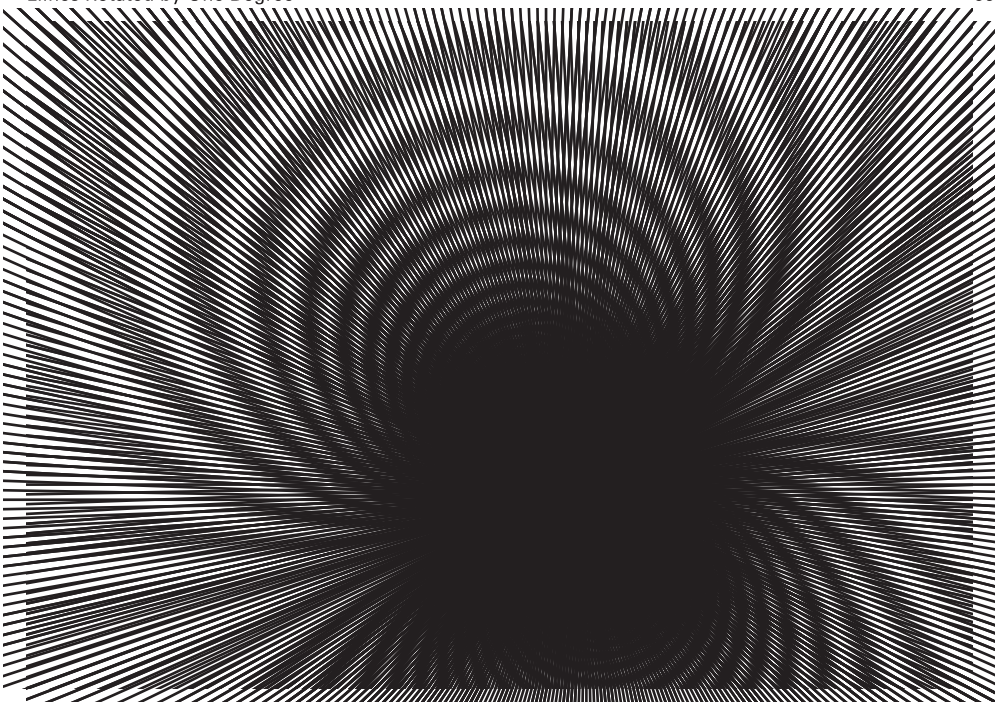

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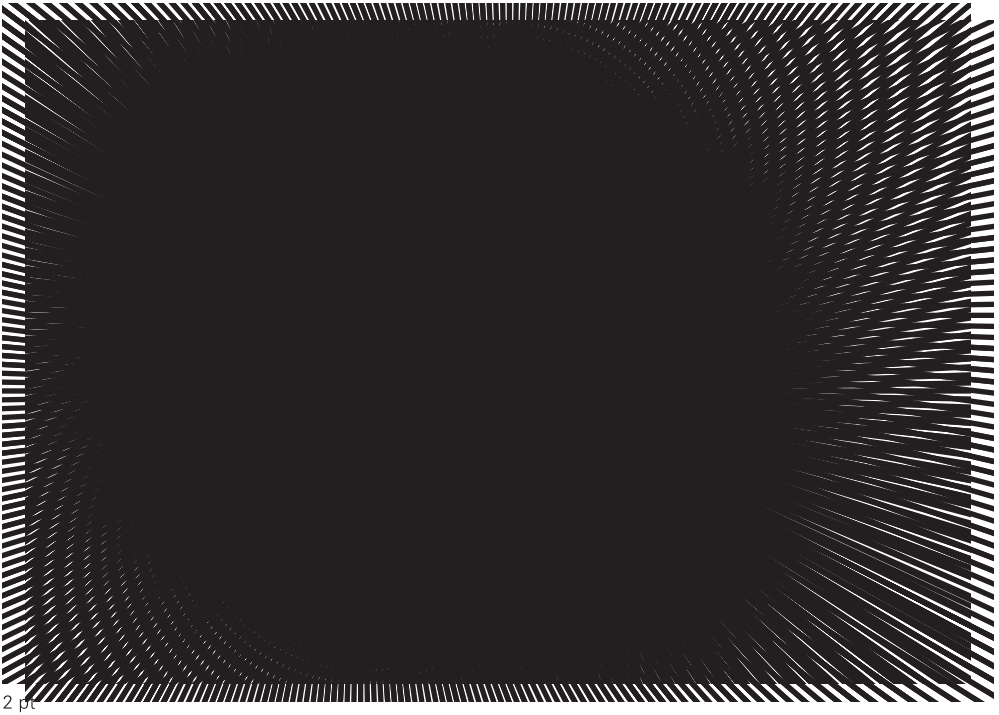

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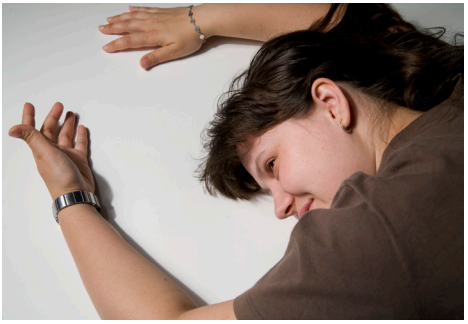
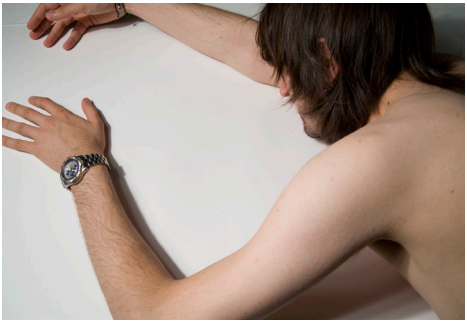




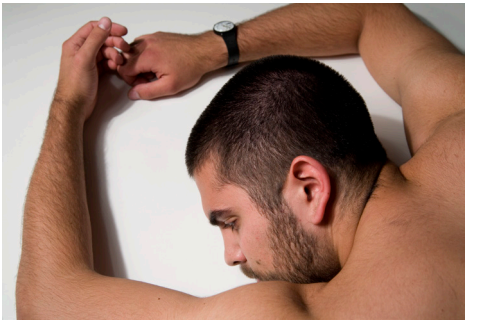



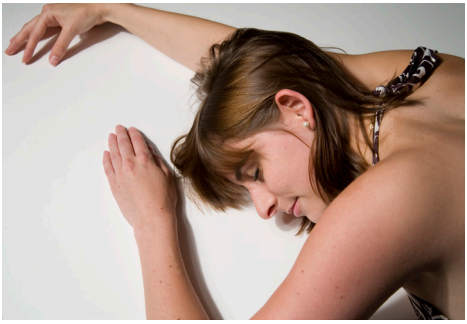
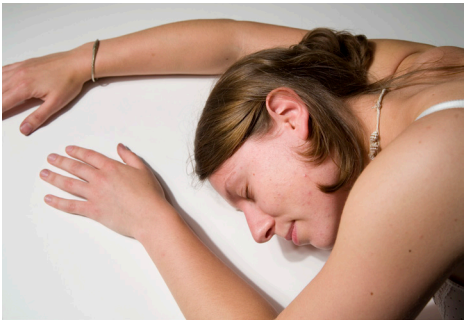















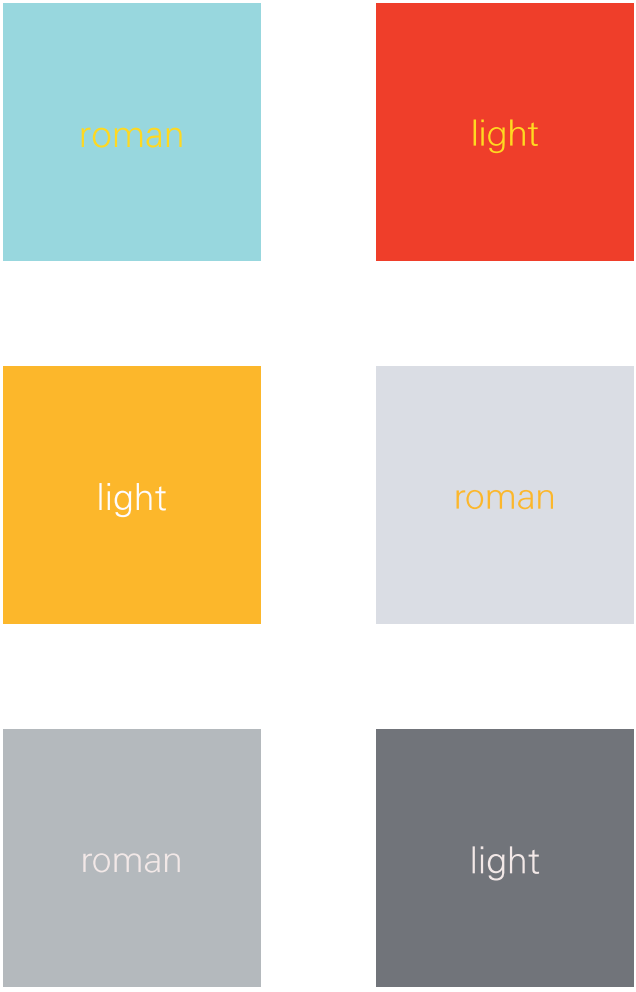
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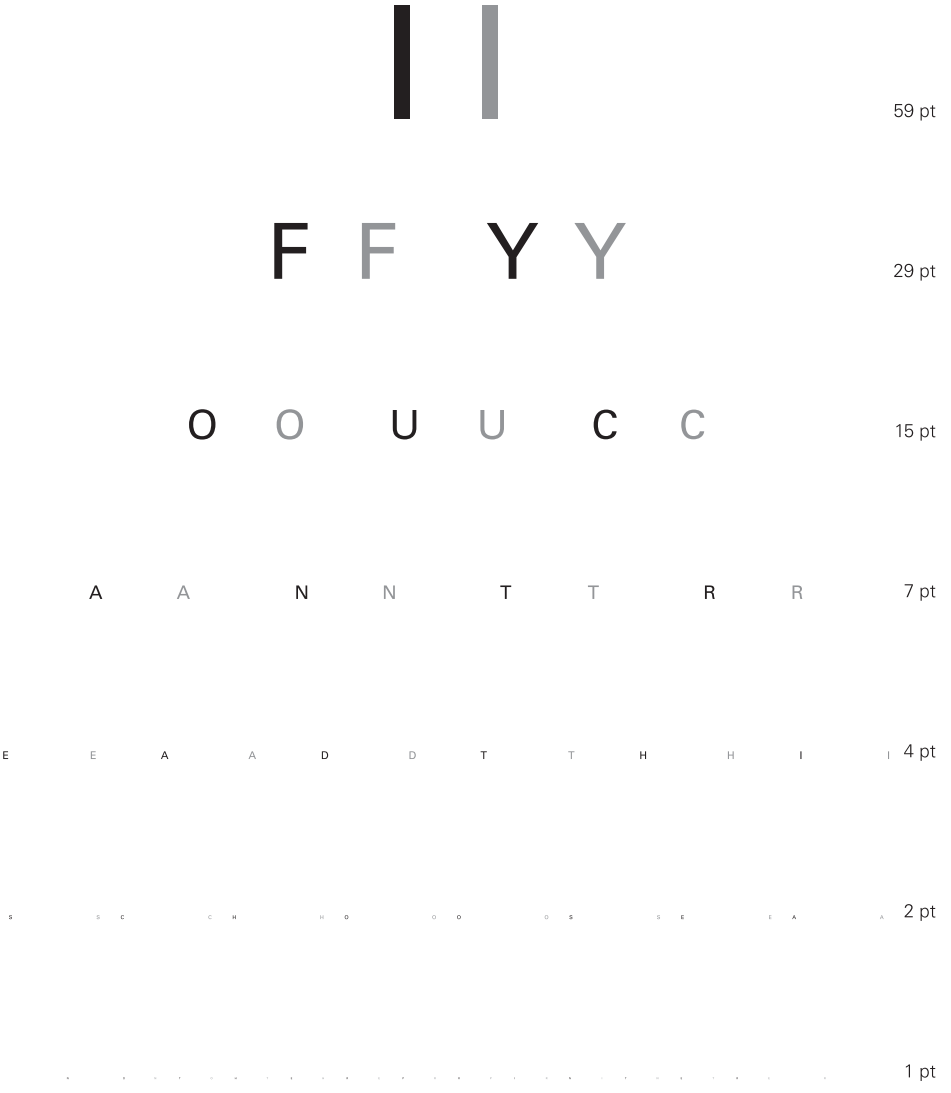
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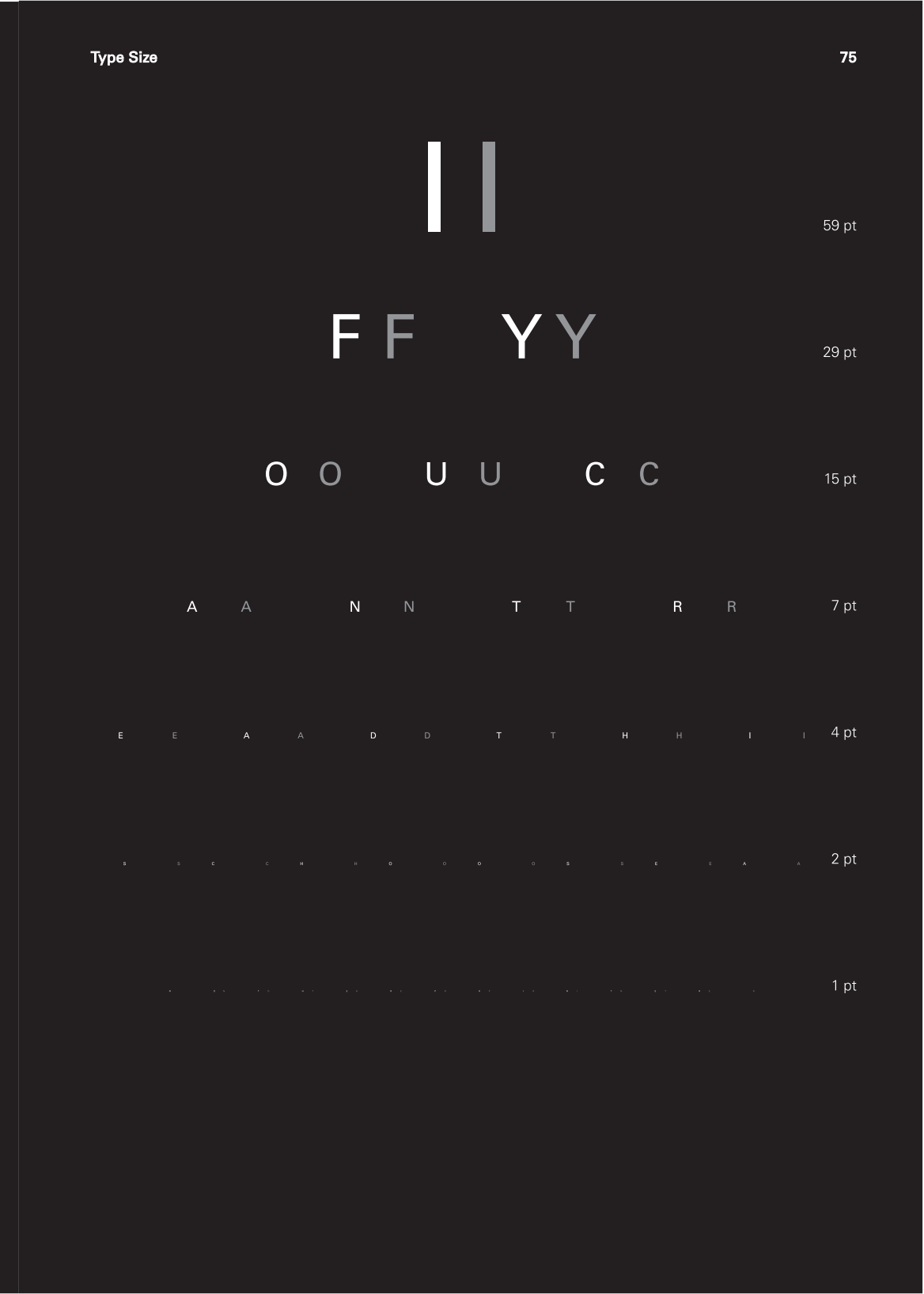
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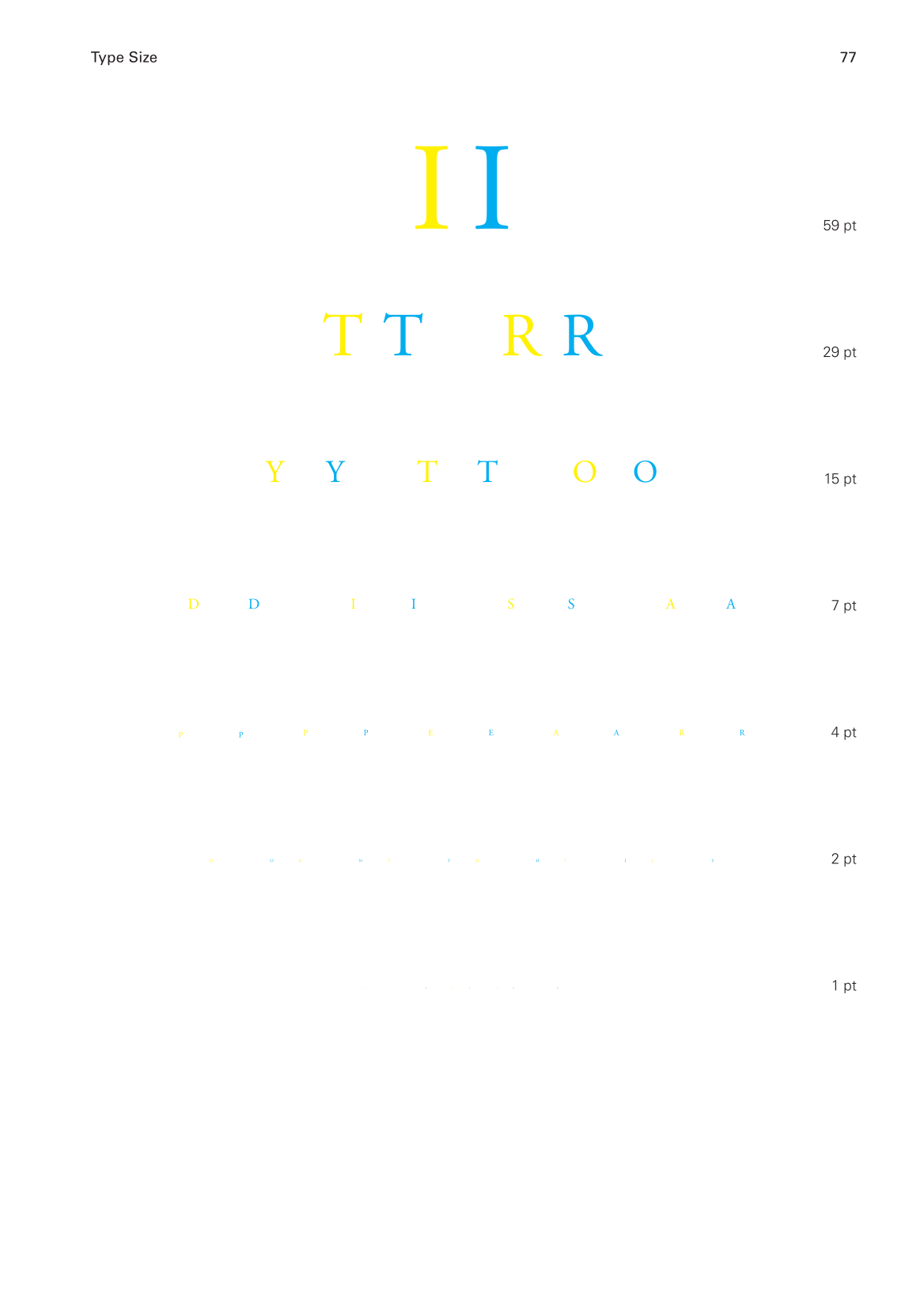
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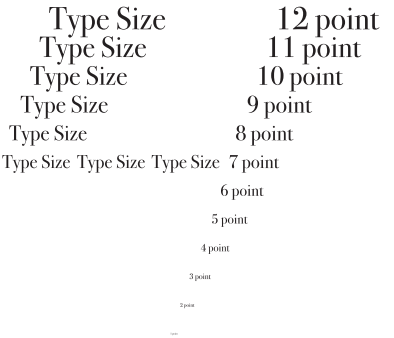
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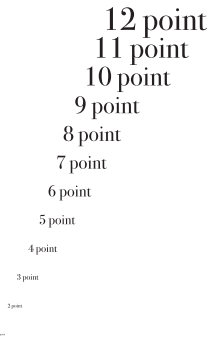
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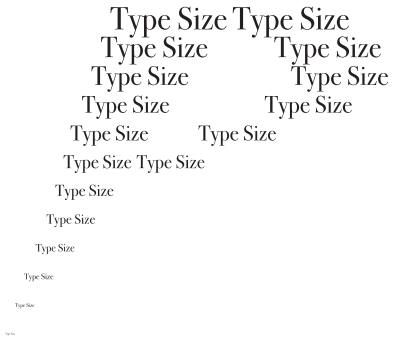
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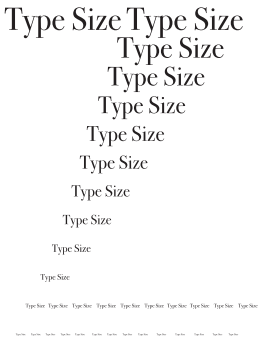
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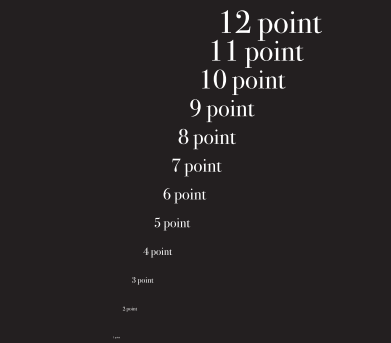
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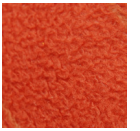

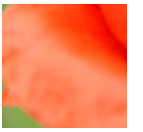

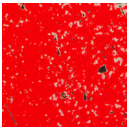

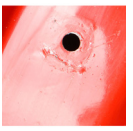

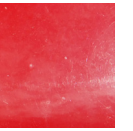

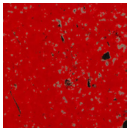

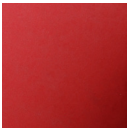

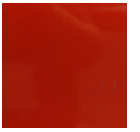

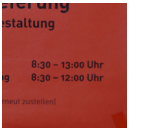

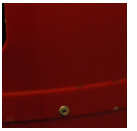

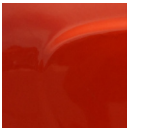

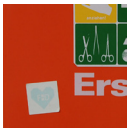

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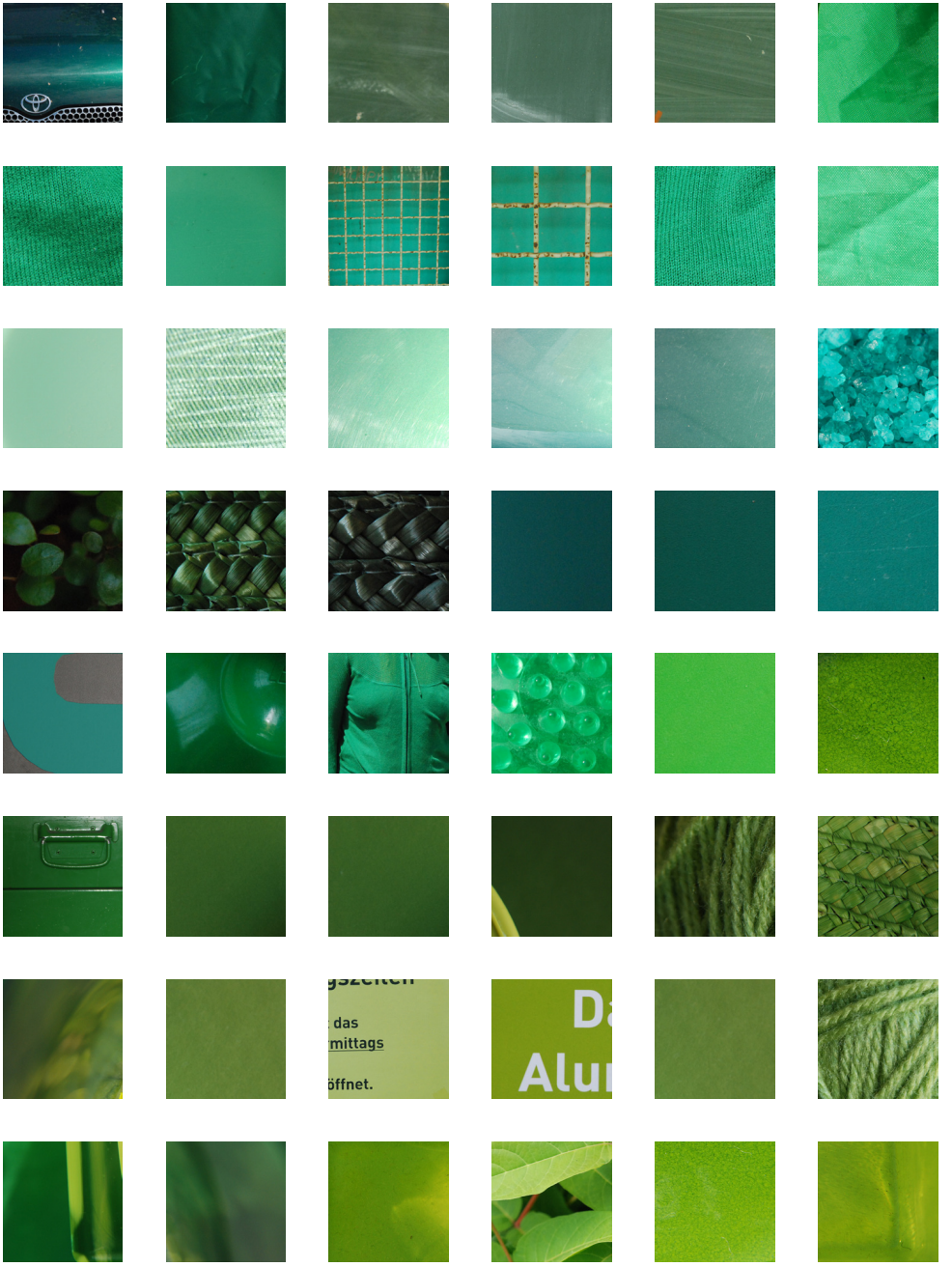
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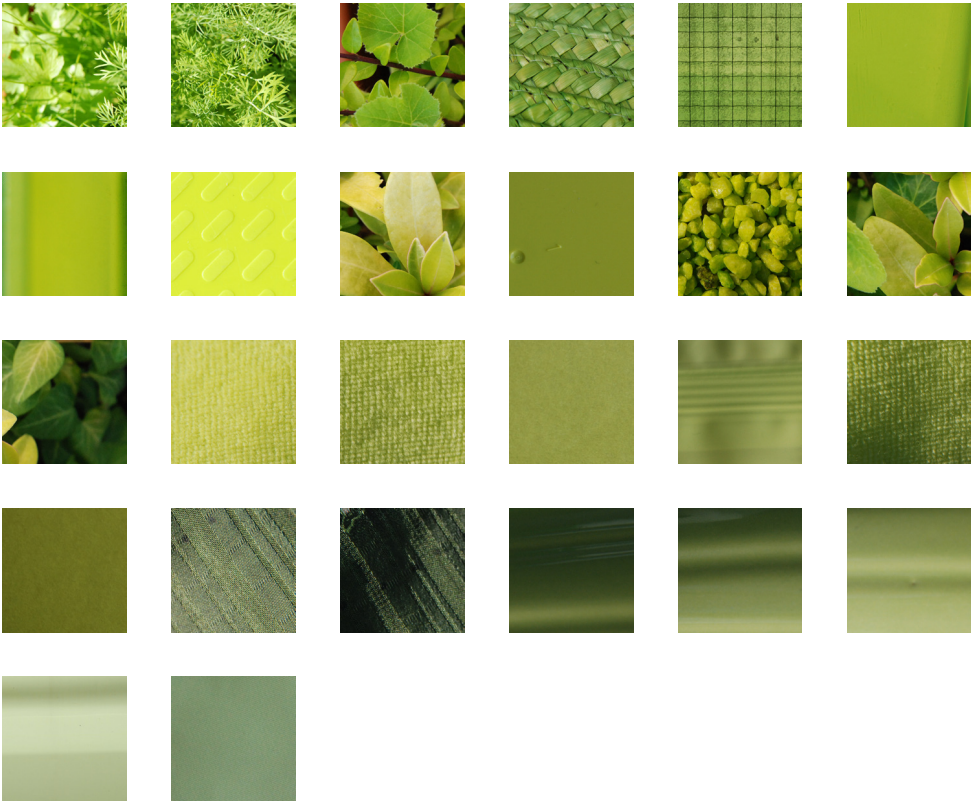

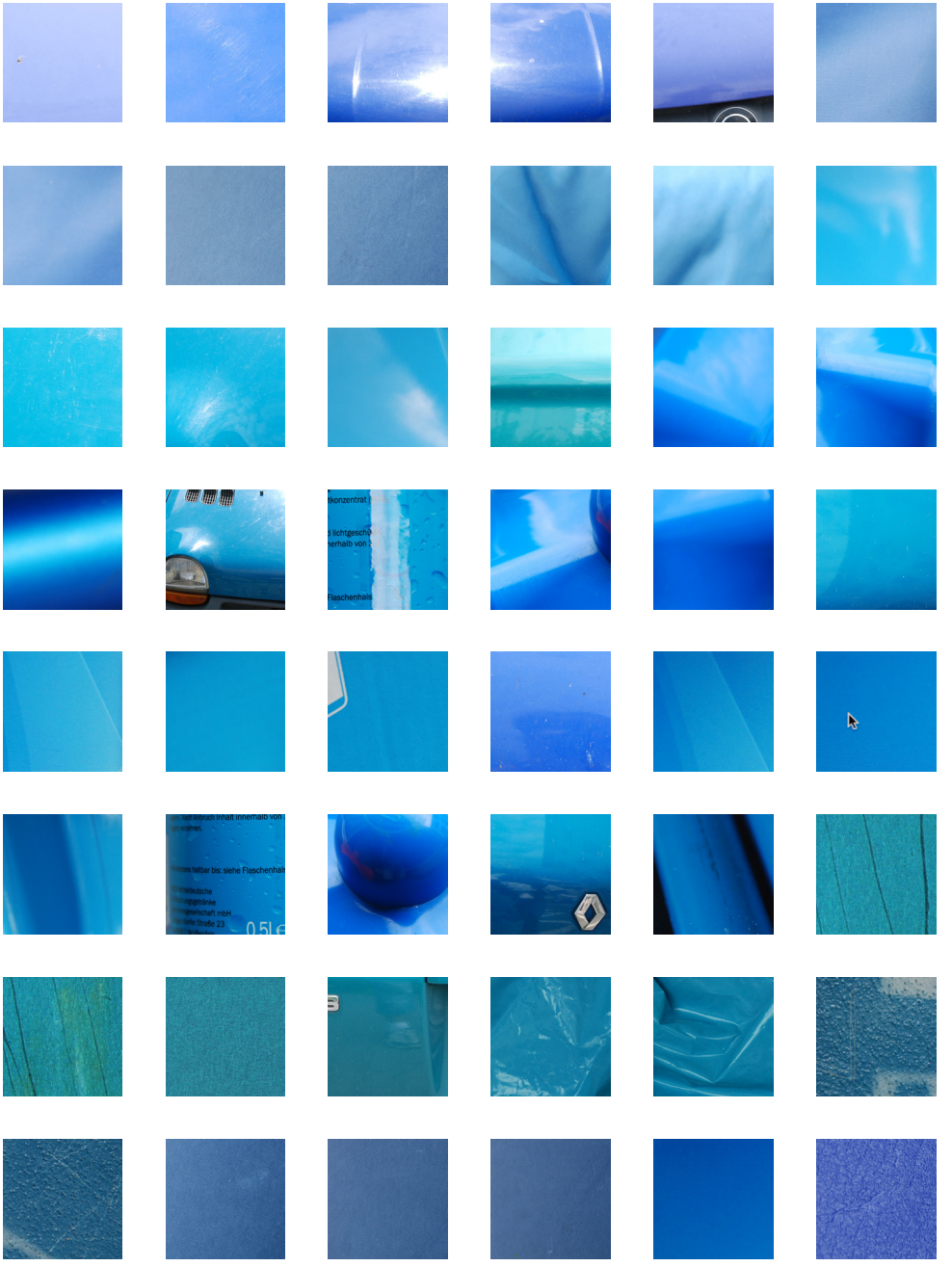


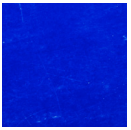
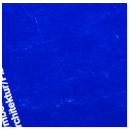


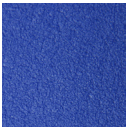


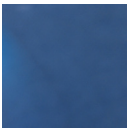



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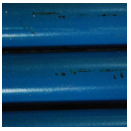


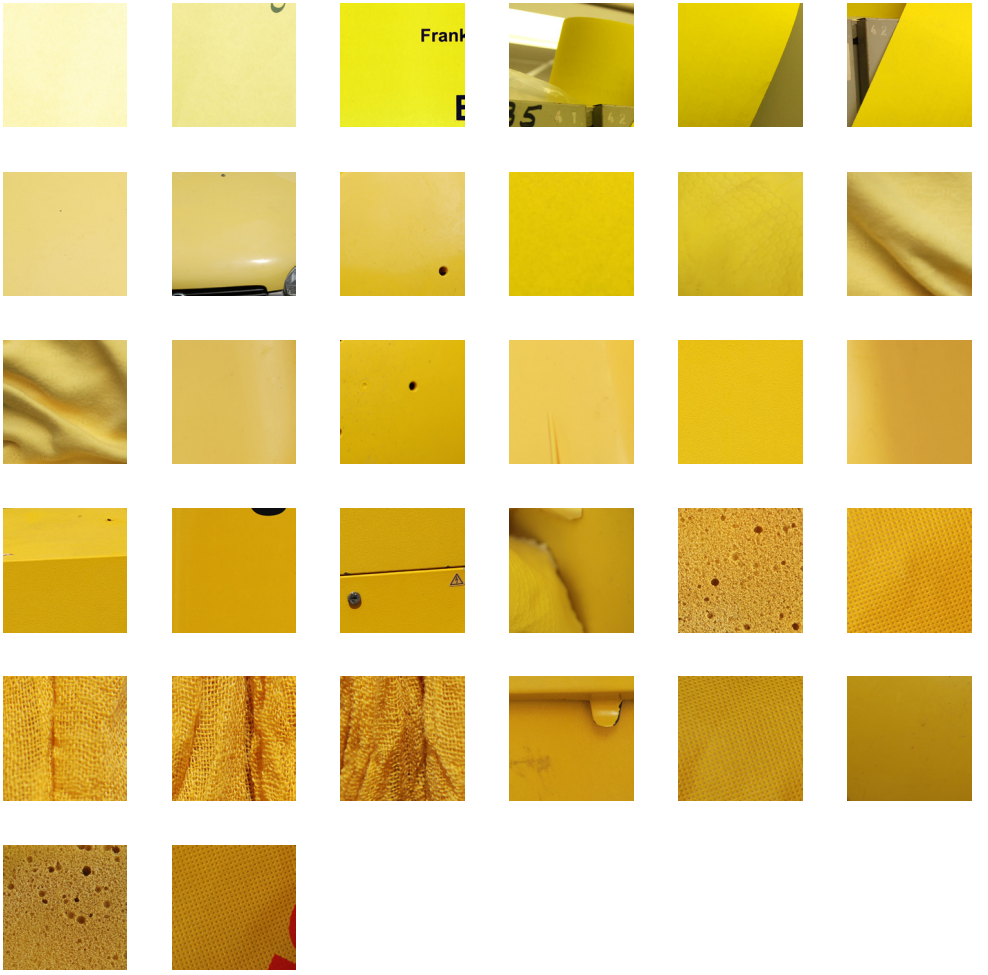



















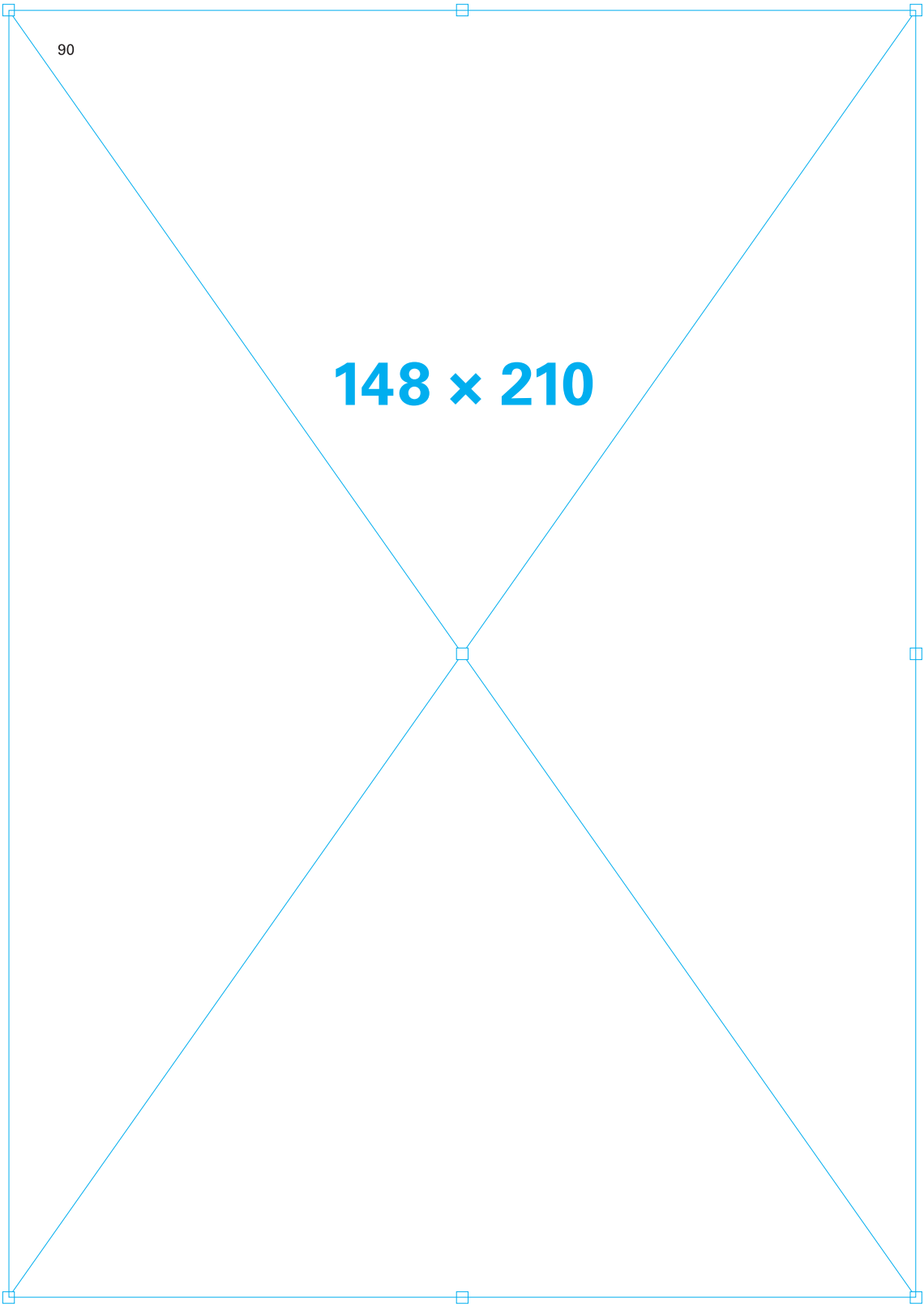
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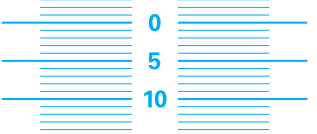

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